

**MINUTES
OF THE REGULAR MEETING OF THE
VETERANS MEMORIAL COMMITTEE
HELD AT CITY HALL
JUNE 21, 2013
7:30 AM**

I. CALL TO ORDER

Chairman Goergen called the meeting to order at 7:30 am

II. ROLL CALL

Answering roll call were Members Cardarelle, Christiaansen, Kojetin, Olson, Reed, and Schwartz.

Staff in attendance: Kristin Aarsvold, Edina Park and Recreation Department Supervisor, and Edina City Manager Scott Neal

Others in attendance: Dick Crockett

III. APPROVAL OF MEETING AGENDA

Motion by Member Cardarelle and seconded by Member Kojetin to approve the meeting agenda, as presented.

Ayes: Cardarelle, Christiaansen, Crockett, Kojetin, Olson, Reed, and Schwartz. Motion carried.

IV. ADOPTION OF CONSENT AGENDA

~~A. Approval of the May 17, 2013 Veterans Memorial Committee Meeting Minutes.~~

V. COMMUNITY COMMENT

There were no members of the general public present at the meeting.

VI. SELECT AND APPOINT NEW COMMITTEE CHAIR

Ms. Aarsvold stated that Mike Goergen resigned as Chair. She noted that he is willing to continue with the Committee on an as needed basis but will no longer be a regular member. She stated that interest was expressed by Richard Olson.

Motion by Member Kojetin and seconded by Member Reed to appoint Richard Olson as Chair of the Edina Veteran's Memorial Committee.

Ayes: Cardarelle, Christiaansen, Crockett, Kojetin, Olson, Reed, and Schwartz. Motion carried.

A. Determine term limits of New Chair

Manager Neal advised that this is not an official Commission, so there are no official guidelines.

Chair Olson suggested a one-year term.

Member Reed agreed with a one-year term. It was agreed that the term could run from July 1st through June 30th.

Motion by Member Reed and seconded by Member Kojetin to approve of a one-year term for the position of Chair ending June 30, 2014.

Ayes: Cardarelle, Christiaansen, Crockett, Kojetin, Olson, Reed, and Schwartz. Motion carried.

VII. INTRODUCTION

A. City Manager Scott Neal

Chair Olson introduced City Manager Scott Neal and stated that he was present to explain how the City can assist in this process and what the group needs to be successful.

Ms. Aarsvold provided an update on the Council approved funds, noting that half of the \$38,000 was approved.

Member Reed confirmed the donation from the Council in the amount of \$19,200.

Manager Neal stated that he believed there were a number of ways the City could help the Committee, including staff coming along to possible donors to ensure that the project will be built in a City park and will be maintained and protected by the City. He stated that he has experience in that process and would be willing to come along on meetings, but did not believe that the City could identify potential donors.

Chair Olson stated that he will sit down with the Mayor in the near future to further discuss the matter. He confirmed that currently there are eight Members on the Committee, with three vacant positions. He believed that it would be helpful to recruit Members that would complement the skill set of the current Members.

Mr. Neal advised of the varied skillset of the City staff and how they could assist in the process.

Ms. Aarsvold referenced the marketing plan composed by a member of City staff that the Committee could use, but confirmed that would need to be paid for.

B. New Member Peter Crain

Chair Olson noted that Peter Crain was unable to attend this morning.

VIII. STATUS OF VETERAN'S MEMORIAL COMMITTEE

A. Role of Individual Committee Members

Chair Olson stated that now is not the time to mess around and in the next few meetings there will be specific tasks assigned to Members. He asked how Members could contribute.

Member Christiaansen noted that his skill lie in design and explained how his services will benefit the Committee once the architect is brought back on. He stated that he can review the plans once they come back and noted that City staff should also review those plans.

Member Crockett recognized that the original plan was to contract outside of the City for the project and questioned if there was any interest to complete the project in-house through the City staff.

Mr. Neal stated that there is no interest from the City staff to complete the work in-house. He explained that the architectural skills that would be needed to bring this project forward is not a skillset within the City staff.

Member Kojetin stated that he has met with the Minnehaha Watershed District in regard to the water retention and runoff requirements for the site. He stated that while the Watershed is willing to complete the necessary work on the canoe landing, they offered to split the shore work at a rate of 50/50.

Member Christiaansen stated that the landscape architect will handle that type of design when that person actually comes onto the project.

Chair Olson questioned if the Committee would have to go back to the original design firm SEH or whether a new architect could come on. He stated that he has found a landscape architect that although could not work for free, he offered to complete the project for \$20,000 compared to the \$38,000 requested by SEH. He stated that he will bring that person to the next meeting in order for the Committee to gather additional information and interview the candidate.

Ms. Aarsvold stated that she will send out a list of the responsibilities that SEH would handle as a part of the \$38,000 and it was confirmed that Chair Olson would show that information to his candidate to ensure that similar services could be provided.

Member Kojetin stated that in his past experience the Engineering Department for the City acted as a construction manager and questioned if the City could participate in that manner.

Mr. Neal confirmed that would be a possibility.

Member Reed stated that he has always been on the Design and Architect Committee and noted that his background is in fine arts, among other things. He confirmed that he has the relationship with the sculptor out of Wisconsin. He stated that he and Member Benson visited the shop the previous month and was very impressed. He confirmed that the eagle could be cast and constructed for a cost of \$46,000, and noted that does not include installation. He believed that the sculptor was more than willing to work with the Committee as his family is active in veteran's support.

Member Kojetin stated that the Committee has an investment with someone on the east coast for \$1,000 or \$2,000 that he believed would be lost if this new sculptor was chosen.

Member Reed stated that as a part of that investment the Committee was supposed to receive a smaller version of the eagle in bronze. He believed that smaller version should be demanded by the Committee and noted that the cost for the shipping the final sculpture from the east coast would be very high.

Ms. Aarsvold stated that the original bid for the eagle from the east coast would be \$86,000.

Member Reed stated that the east coast artist was pressuring the Committee to commit and was stating that if they did not commit they would lose six months' time. He noted that the artist from Wisconsin would be willing to start as soon as the Committee desires. He stated that the artist also invited any and all Members of the Committee to visit the shop.

Dick Crockett stated that the Foundation supports this project and has donated funds, as well as the current Chair Richard Olson. He stated that the Foundation functions as a partner to the City that assists in fundraising. He did not believe that this marketing plan was the right method to fundraise for this project. He believed that this marketing campaign would raise possibly \$20,000 or \$40,000 but not \$400,000. He believed the way to get this built is to find people that have an interest in the project and deal with them one on one. He stated that there would be business sponsors out there and that is what the Committee needs to get in order to move to the next stage. He stated that there needs to be a better start and foundation before a marketing campaign of that nature begins and for that reason the Foundation could not support this marketing plan at this time. He emphasized the need to develop a plan to get this done. He advised of how the Foundation could continue to support the project and assist. He also discussed the benefit of multi-year commitment donations. He stated that he would be happy to meet with Ms. Aarsvold, Members of the Committee, or the marketing staff member to tweak the marketing campaign.

Member Kojetin stated that this marketing campaign could spur the support of the general public, which is not yet begun.

Mr. Crockett stated that the risk is that you would spend more on the mailing campaign than you would actually get back from the campaign. He stated that this campaign is marketed towards simply veterans but believed that the Committee wants to reach out to the families of those veterans as well.

Ms. Aarsvold suggested that the Committee recruit a Member with marketing experience.

Chair Olson stated that Peter Crain was going to attend but was unable to make it.

Ms. Aarsvold stated that with the upcoming Fourth of July, Members of the Committee could write letters to the editor where they could express the thought of the project to the community.

Dick Crockett left the meeting at 8:19 a.m.

Member Christiaansen noted that Chair Olson should determine if the landscape architect could coordinate the in-kind donations.

Chair Olson noted that Peter Crain, the recruit he is interested in, has expertise in contracting and management. He stated that is what the group would need, for everyone to have an area of expertise that they can focus on, but noted that finding donors would still be a focus for the entire Committee. He discussed the plans for moving forward and the focus that the Committee should have.

Ms. Aarsvold noted of another Member that resigned from the Committee because of his conflicting schedule and abilities.

Chair Olson stated that it is clear what the expertise of the Members of the Committee are and believed that it would be helpful to have new Members as well to bring in fresh eyes and ideas.

Member Schwartz stated that on Memorial Day he had to go to Eden Prairie to sit at the memorial because the City of Edina does not have a memorial. He commented on the variety of the passersby and believed that the City should have their own memorial.

Member Kojetin commented that he went to the memorial in Richfield.

Ms. Aarsvold questioned if this Committee wants to have a booth at the Fourth of July event. Member Reed stated that the previous year the Committee Members spent time tying yellow ribbons on flags and believed it was a waste of time. He referenced the brochure for the memorial and believed that the brochure should be passed out during the parade, following the veterans vehicle, rather than candy.

Ms. Aarsvold stated that the brochure is quite expensive but noted that it would be possible to have a different type of print out. She stated that she could discuss that idea at the Fourth of July Committee meeting following this meeting.

Chair Olson referenced the date and noted that if that was going to occur planning should have begun earlier. He referenced a mailing that could be inserted with utility mailings, noting that he could have the slips donated. He noted that the cost for that would be very low or free.

Member Schwartz suggested coordinating a meeting between Chair Olson and a journalist from the *Sun Current*.

IX. SUB-COMMITTEE UPDATES

A. FUNDRAISING

No report.

B. DESIGN/LOGISTICS

No report.

C. MARKETING

No report.

X. NEXT STEPS

A. WHAT DO WE NEED TO BE SUCCESSFUL

Member Christiaansen noted that Night to Unite will occur in August and believed that should be discussed at the next meeting because the Committee Members could distribute flyers at that event.

Chair Olson confirmed the next steps that would be taken.

Meeting adjourned at 8:34 a.m.